

CHERYL GROUSTRA

Graphic design

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SKILLS & STRENGTHS

Adobe Creative Suite:

InDesign

Photoshop

Illustrator

Other:

Start to finish design

Photo direction

Photo retouching

Production

Traditional fine art skills

Organized

Efficient

Willing to learn

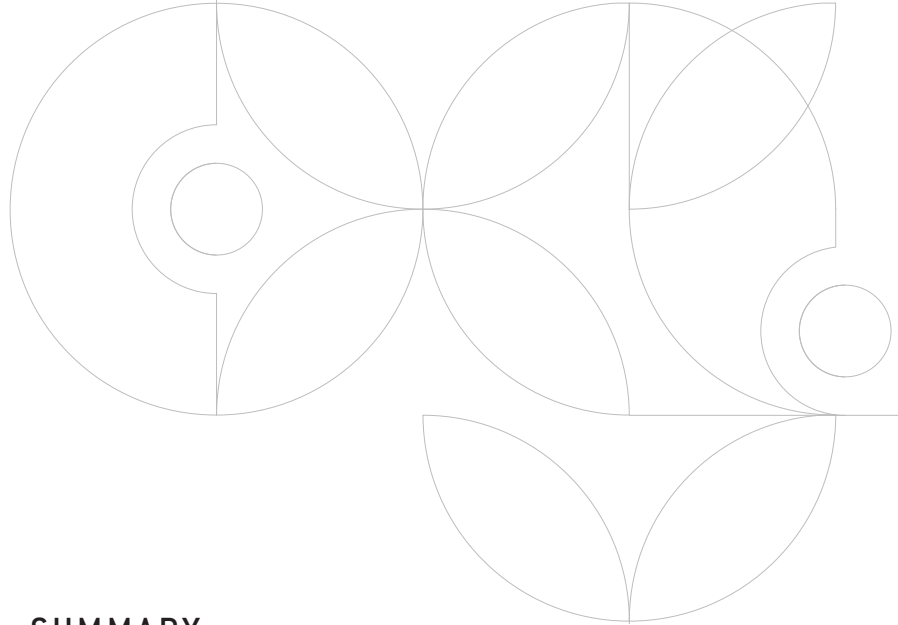
Compassionate

Mentor

EDUCATION

- North Hennepin
Community Collage - MN
- 20 plus years experience

Contact me for references



SUMMARY

Reliable, hardworking graphic designer with strong creative ability. Experienced in InDesign, Photoshop and Illustrator. Highly organized, proactive and time efficient with team-oriented mentality. Talent for translating company vision into suite of useful graphics and related designs. Skilled at working on multiple projects simultaneously while consistently meeting deadlines.

EXPERIENCE

Senior Art Director

SPOT Communications | St. Paul, MN

January, 2016 - June, 2020

- Concepting and designing for corporate brands from logos to websites, including banner ads, email blasts, brochures, catalogs, posters and all other promotional materials.
- Designed new, on-brand visual elements focusing on concept and messaging such as icon, infographics and Illustrations.
- Completed projects from conceptualization to final delivery for use in digital and traditional printing.

Senior Art Director

Scales Advertising | St. Paul, MN

November, 1992 - October, 2014

- Developed engaging design concepts for branding, logos, all marketing materials including brochures, catalogs, packaging, point of purchase displays, trade shows and limited social media.
- Fostered relationships with clients through communication and collaboration.
- Generated files from concepting to final production for use in digital and traditional printing.